

*13th Annual
Executive Seminar Series on International Trade*

Massachusetts Export Center

part of the

Massachusetts Small Business Development Center Network

presents

FALL 2004

Partners for Trade

Seminar and Registration Guide

**Massachusetts Export Center
Massachusetts Small Business Development Center Network**

In Collaboration With

Massachusetts Department of Business and Technology • U.S. Small Business Administration

Massachusetts Office of International Trade and Investment • MassDevelopment

University of Massachusetts • Massachusetts Office of Business Development • U.S. Department of Commerce

*Register for seminars online at
www.mass.gov/export.*

Preregistration is required for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!

Seminar materials are for attendees only.

Series Payment: To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

Discount Pricing: Seminars are offered a at nominal fee; therefore we do not offer any discount pricing.

Walk-Ins: There will be a \$10 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

Payment is due with your registration. Registrations through our website also require payment in advance. We accept cash or personal checks. We do not accept credit cards or purchase orders, nor do we invoice participants.

No Shows: Due to the costs we incur as a result of people who sign up for seminars and do not attend, effective immediately, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled by noon the day prior to the event.

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Although accurate at press time, seminars may be added, rescheduled or cancelled.
To confirm dates, please call the Massachusetts Export Center at (617) 973-8664
or visit our website at www.mass.gov/export.

Program Descriptions

Effective Distribution in Europe: Opportunities and Strategies for Optimizing Your Logistical Operations

Many U.S. businesses consider Europe to be one of their most important export markets. Indeed, the European Union accounts for 20% of the world's imports and exports, making it the largest world trader. Join us for an in-depth look at optimizing your logistical operations in Europe. Topics to be discussed include: new technologies and innovations in European logistics; using European logistics partners such as 3PL providers; consequences of the recent EU expansion on European supply chain strategies; and the importance of fiscal planning in distribution projects. After the program, please stay for "A Taste of Belgium" cocktail reception where you can sample Belgian delicacies while taking in the view of the Boston skyline. Space is limited, so register early!

- Harm Brandt, Vice President — Frans Maes Logistics
- Steven Caine, Vice President USA — Groenewout
- Alex Van Breendam, Managing Director — Flanders Institute of Logistics
- Luc Vanwalleghem, Director Belgium Tax Center of Excellence — KPMG, LLP

Thursday, November 4 • Registration 3:30 PM; Program and Cocktail Reception 4:00 – 7:30 PM • State Room (formerly the Bay Tower Room), Boston • \$15 includes reception

[Cosponsored by: Flanders Foreign Investment Office]

Export Open House

The government offers a broad range of resources available to help companies with their international business endeavors. These services range from day-to-day export operational assistance to supporting overseas sales and marketing efforts. This event will feature brief presentations by government export promotion agencies. Following the presentations, participants will have the opportunity to meet one-on-one with government officials to address specific export questions and challenges. Participants will also have the opportunity to network with and learn from one another. Join us and take advantage of having export resources at your fingertips! Due to the one-on-one meeting component of this event, preregistration is required. Space is limited.

- Eric Hunter, Vice President — MassDevelopment
- John Joyce, International Trade and Finance Manager — U.S. Small Business Administration
- Paula Murphy, Director — Massachusetts Export Center
- Robert Ward, Executive Director — Massachusetts Office of International Trade and Investment
- Dorothy Zur Muhlen-Tomaszewska, Director of Commercial Service Boston — U.S. Department of Commerce

Thursday, November 18 • Registration 8:00 AM; Program 8:30 AM – 12:00 PM • Nesmith House at Middlesex Community College, Lowell • \$15 includes seminar materials and breakfast

[Cosponsored by: Middlesex Community College and the Greater Lowell Chamber of Commerce]

Exporting 101

Join us for a small, informal and interactive discussion on exporting specifically designed for beginners. This seminar will cover the basic export process and will discuss the different players involved in the export transaction. Issues to be covered include determining export readiness, assessing and researching potential export markets, identifying and selecting potential export partners, mechanics of the export transaction, export regulations and working with export service providers. Bring all of your export questions!

- Paula Murphy, Director — Massachusetts Export Center
- Kathleen Newell, Trade Services Manager — Massachusetts Export Center

Wednesday, September 23 • Registration 8:30 AM; Program 9:00 – 11:00 AM • Hawthorn Suites Hotel, Andover • \$20 includes seminar materials and breakfast

[Cosponsored by: Merrimack Valley Chamber of Commerce]

Export Regulatory Compliance Certificate Series

In today's stringent national security landscape, U.S. export controls have been imposed and enforced more strongly than ever. All U.S. exporters must be familiar and compliant with federal export control laws. Our intensive, four-part Export Regulatory Compliance Certificate series is designed to provide participants with a thorough, working understanding of export regulations and the tools they need to comply with these regulations. Participants who complete the entire four-part series will receive a certificate of completion from the Massachusetts Export Center. Space is limited, so register early!

Four consecutive Wednesdays, October 27 – November 17 • Registration and continental breakfast 8:00 AM; Program 8:30 AM – 12:00 PM • Mintz Levin, Boston • \$200 for the entire series or \$60 for individual sessions. In order to qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail. Fees include continental breakfast and seminar materials.

Introduction to Export Regulations (October 27)

This program will provide an overview of export regulations including the scope/structure of regulations, government authorities involved with U.S. export regulations, penalties for noncompliance, denied parties/lists, antiboycott compliance, embargoes, avoiding and recognizing potential violations.

- Paul DiVecchio, Managing Partner — DiVecchio and Associates
- William Higgins, Special Agent — U.S. Department of Commerce, Bureau of Industry and Security
- Cynthia Larose, Partner — Mintz Levin Cohn Ferris Glovsky and Popeo

ECCN Classification and Export Licensing Requirements (November 3)

This program will provide an overview of the Commerce Control List and step-by-step guidance for determining an Export Commodity Control Number (ECCN), procedures for submitting ECCN classification requests to the Commerce Department, and determining the jurisdiction between the Commerce Control List (Commerce Department) and the U.S. Munitions List (State Department – ITAR) for dual use products. In addition, the program will review the Commerce Country Chart, license exceptions, and procedures for export license application (through SNAP - Simplified Network Application Process).

- Paul DiVecchio, Managing Partner — DiVecchio and Associates
- Cynthia Larose, Partner — Mintz Levin Cohn Ferris Glovsky and Popeo

Complying with the New Census Export Regulations (November 10)

In early 2005, the U.S. Census Bureau will implement a long-awaited overhaul in reporting regulations for exporters. The implications of these changes will be far-reaching, affecting all exporters, freight forwarders and government agencies involved in enforcing export regulations. With these new regulations, the Shipper's Export Declaration will cease to exist and exporters must now submit their Electronic Export Information (EEI) using the Automated Export System. In addition to a tenfold increase in penalties and fines for noncompliance, the Census Bureau will be working much more closely and sharing potential violation information with other government export enforcement agencies. This seminar will provide an overview of the new regulations, including new filing procedures, changes in filing options, record-keeping requirements and areas of concern for exporters. The seminar will also provide guidance for compliance, including intercompany coordination and working with logistics providers.

- Paul DiVecchio, Managing Partner — DiVecchio and Associates
- Cynthia Larose, Partner — Mintz Levin Cohn Ferris Glovsky and Popeo

Developing an Export Management System (November 17)

This program will provide guidance for developing and implementing an Export Management System (EMS), a company-wide procedure and policy for ensuring compliance with export regulations. The seminar will discuss the structure of an EMS and provide guidelines for developing the EMS with the involvement of all necessary parties within the company.

- Robert Daniels, Director of Worldwide Logistics — Avid Technology, Inc.
- Paul DiVecchio, Managing Partner — DiVecchio and Associates
- Cynthia Larose, Partner — Mintz Levin Cohn Ferris Glovsky and Popeo

[Cosponsored by: Mintz Levin]

International Trade Logistics Certificate Series

This four-part series is designed to provide a comprehensive, working knowledge of the day-to-day mechanics of international trade. Participants who complete the entire four-part series will receive a certificate of completion issued by the Massachusetts Export Center and BAX Global.

Four consecutive Thursdays, October 7 – 28 • Registration 8:30 AM; Program 9:00 AM – 1:00 PM (except for October 21: Registration 9:00 AM; Program 9:30 AM – 4:00 PM) • Sovereign Bank Conference Room, Springfield • \$200 for the four-part entire series or \$60 for individual sessions (\$75 for October 21). In order to qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail. Fees include seminar materials and continental breakfast (lunch included on October 21).

Introduction to Export Logistics and Classification (October 7)

This seminar is designed to help companies understand the basic steps, documents and tools in the export process. It will focus on the fundamentals of export logistics, including product/tariff classification, Incoterms 2000, record-keeping requirements, air and ocean freight shipping procedures, and the role of the freight forwarder. The seminar will also briefly touch on AES and letters of credit.

- Robert Gresham, International Manager — BAX Global Hartford

Export Documentation Step-by-Step (October 14)

Whether new to exporting or an experienced exporter, documentation requirements for international trade can be a confusing and an ever-changing tangle of papers, forms and regulations. Shipping to new markets means a need to understand customs infrastructure, including procedures, clearances and tariffs. One of the most important measures a shipper can take to minimize the risk of delays is to learn what documents are required and ensure they are correct prior to shipment. This seminar will offer a detailed look at major export documents, such as the SED, Certificates of Origin, Commercial Invoices, and others, and will take you through the process of properly completing the documents step-by-step.

- Robert Gresham, International Manager — BAX Global Hartford
- Natalie Rubino, Account Executive — BAX Global Hartford

Import Classification, Compliance, and Recordkeeping (October 21)

Learn the pertinent aspects of the importing process, including the importance of the Harmonized Tariff Schedule, and how to determine the legal duty on imported products. This full-day seminar will cover basic documentation, classification of imported merchandise, duties and special preference programs, including NAFTA, custom valuation, country of origin and marking. During the afternoon, you will learn how to ensure that your company complies with U.S. Customs Regulations and the importance of recordkeeping to the process.

- Stephen Leahy, Principal — Law Office of Stephen J. Leahy
- Joseph Meunier, Chief Operating Officer — Oceanair, Inc.

Shipping Under Free Trade Agreements (October 28)

Until recently, the U.S. held free trade agreements with Canada, Mexico and Israel. Now, there is a regional free trade agreement with Central America (CAFTA) and individual free trade agreements with Jordan, Singapore, Chile, Morocco and Australia among others. Moreover, there are plans for further regional integration of free trade through the Free Trade Area of the Americas. While this seminar will primarily look at shipping under the North American Free Trade Agreement (NAFTA), shipping to other countries under free trade agreements will also be discussed. To take advantage of the duty preferences afforded under any free trade agreement, exporters must go through an entire process of procedures and documentation, while ensuring ongoing compliance with the rules and regulations of the free trade agreement. This seminar will provide an overview of NAFTA and will discuss eligibility under the Rules of Origin; regional value content; claims under NAFTA; and liability under NAFTA.

- Stephen Leahy, Principal — Law Office of Stephen J. Leahy

[Cosponsored by: Sovereign Bank and BAX Global]

Video Market Briefing: Chile

Chile is one of Latin America's most dynamic and promising markets and its long-term economic stability is unrivalled in the region. The recent passage of a free trade agreement between the U.S. and Chile should translate into even more opportunity for U.S. firms in Chile. Firms interested in the Chilean market can meet "virtually" with U.S. Commercial Service officials in Santiago during this interactive videoconference. Commercial Service officials will discuss best prospects for exporting to Chile, along with specific assessment of the Chilean market potential for companies attending the seminar. Early registration is strongly encouraged so that the Commercial Service staff is prepared to address the market for your specific industry sector. Space is limited!

- William Davis II, Senior International Trade Specialist — U.S. Department of Commerce
- Michael Sullivan, International Trade Counselor — Massachusetts Export Center
- Senior Commercial Officer and Specialists — U.S. Commercial Service, Santiago, Chile

Tuesday, October 26 • Registration and Lunch 12:00 PM; Program 12:30 – 2:30 PM • Moakley Center for Technological Applications, Bridgewater • \$30 includes box lunch

[Cosponsored by: Bridgewater State College and the New England–Latin America Business Council]

Video Market Briefing: Latin American Markets for Medical Technology and Devices

The medical device industry has become increasingly global in scope and even smaller businesses in the industry are aggressively pursuing overseas markets. Latin America is one of the key emerging regions for medical devices and technology. In 2003, Massachusetts shipped over \$140 Million in medical products to Latin America, and this number is expected to grow approximately 10% annually. At this interactive videoconference, participants can speak directly with senior officers with U.S. Commercial Service posts in Latin America, along with medical sector specialists in Venezuela and Chile. Participants are invited to submit detailed questions in advance (email: sullivan@msbdc.umass.edu) so that presenters are prepared to present information that is directly relevant to the audience's concerns.

- Senior Commercial Officers and Medical Sector Specialists in Latin America

Tuesday, November 2 • Registration and Lunch 12:00 PM; Program 12:30 – 3:00 PM • Moakley Center for Technological Applications, Bridgewater • \$30 includes box lunch

Cosponsored by:

[Bridgewater State College, the New England–Latin America Business Council and MassMEDIC]

MassDevelopment – Export Financing Programs

MassDevelopment provides the financial tools and real estate expertise needed to stimulate economic growth across the state of Massachusetts. MassDevelopment works with businesses and local officials to address blighted areas, help create jobs, and address overarching issues that impact economic development, such as housing affordability.

- **Export Loan Guarantees.** With a loan guarantee of up to 90%, lenders can offer exporters lines of credit up to \$1 million.
- **Export Accounts Receivable Insurance.** Allows exporters to offer the open account terms customers require. In the event of foreign accounts receivable losses, the insurance generally reimburses exporters up to 95% commercial risk losses and up to 100% against political risk losses.

For further information, visit www.massdevelopment.com or call (800) 445-8030.

Directions

Hawthorn Suites Hotel

4 Riverside Drive, Andover • (978) 475-6000

From the South: Take Route 93 North to Exit 45 (River Road). Take left off the exit ramp onto River Road. Proceed 1/2 mile (through 2 sets of lights) and take a left onto Riverside Drive (into Andover Research Park). The hotel is at the end of Riverside Drive on the left.

From the North: Take Route 93 South to Exit 45 (River Road). Take right off the exit ramp onto River Road. Proceed through 3 sets of lights and take a left onto Riverside Drive (into Andover Research Park). The hotel is at the end of Riverside Drive on the left.

From the West: Take Route 495 North to Route 93 North to Exit 45 (River Road). Take left off the exit ramp onto River Road. Proceed 1/2 mile (through 2 sets of lights) and take a left onto Riverside Drive (into Andover Research Park). The hotel is at the end of Riverside Drive on the left.

Mintz Levin

One Financial Center, 38th Floor, Boston • (617) 542-6000

One Financial Center is located directly across Atlantic Avenue from South Station in Boston.

From the West: Take the MassPike (I-90) East to Exit 24A (South Station). Follow Atlantic Avenue until you can take a left on Essex Street. One Financial Center is on the corner of Atlantic Avenue and Essex Street.

From the North: Take the Southeast Expressway (I-93 South) and get off at the South Station/ Chinatown Exit 22 (exit from left lane). At end of off-ramp, turn left at traffic signal onto South Street. Take a left onto Essex Street at first traffic light. One Financial Center will be on the left.

From the South: Take the Southeast Expressway (I-93 North) to Exit 20 (Worcester/Logan — Route I-90 — South Station). Follow signs for South Station (be alert to signs — they can be difficult to spot). You will follow Frontage Road under the expressway and come onto a ramp which will end at the intersection of Atlantic Avenue and Kneeland Street. Continue straight, following Atlantic Avenue until you can take a left on Essex Street (across the street from South Station). One Financial Center is on the corner of Atlantic Avenue and Essex Street.

Public Transportation: Take the Red Line to the South Station stop. Exit station, follow signs to street level and One Financial Center. Commuter rail and bus lines also stop at South Station.

Moakley Center for Technological Applications at Bridgewater State College

100 Burrill Avenue, Bridgewater • (508) 531-6145

From Boston: Take I-93 South to Route 24 South and *From other Points North:* Take I-95 South to 495 South to Exit 7A (Route 24 North). Once on Route 24, take Exit 15 to Route 104. Take Route 104 East to stop sign (approximately three miles). Turn left and follow directions below to the Moakley Center.

From the MassPike East: Follow the MassPike (I-90) to Route 495 South to Exit 7A (Route 24 North). Once on Route 24 North, take Exit 15 (Bridgewater/Raynham, Route 104). Follow Route 104 East to stop sign (approximately three miles). Turn left and follow directions to the Moakley Center below. *From the West:* Follow the MassPike (I-90) to Route 106 West to Route 104. Turn left onto Hooper Street (ends as a left turn onto Burrill Avenue). Follow directions below to the Moakley Center.

From the South: Follow I-95 North to Route 495 South to Exit 7A (Route 24 North). Once on Route 24 North, take Exit 15. Take Route 104 East to stop sign (approximately three miles). Turn left and follow directions below to the Moakley Center.

To Moakley Center: Proceed to rotary, stay in right lane within rotary. Just before traffic light, bear right in front of the Shell gas station, thereby merging onto Summer Street (Route 104 East). Bear

left through traffic light (Mobil station on left). Go over railroad tracks. Take next right onto Burrill Avenue. The Moakley Center is the first college building on the left. Visitor parking is available in the Moakley Lot (past the Moakley Center on the left).

Nesmith House at Middlesex Community College **229 Andover Street, Lowell • (978) 458-3722**

From Route 495 North/South: Take Exit 29 (Route 133 West/North Tewksbury). Follow Route 133 West toward Lowell for approximately three miles. Route 133 becomes Andover Street once you enter Lowell. The Nesmith House will be on your left side.

From Route 93: Take Exit 43 (Route 133 West) towards North Tewksbury/Lowell. Route 133 becomes Andover Street once you enter Lowell. The Nesmith House is approximately 5.7 miles from Route I-93 on your left side.

Sovereign Bank Conference Center **1350 Main Street, 3rd Floor, Springfield • (413) 858-8928**

From MassPike East: Take Exit 6 and continue on I-291 West. Take the Dwight Street exit. At end of the ramp, turn left and continue down Dwight Street to either parking lot at corner of Harrison and Dwight streets or the parking garage at the same corner. See * below.

From MassPike West: Take Exit 4 (West Springfield). Take I-91 South to Exit 7 (West Columbus Avenue/downtown Springfield). At the end of the exit ramp, get into left lane and turn left under highway. Either take next left and park in Tower Square Parking Garage or continue straight through next sets of lights and park in the open parking lot behind the Banknorth building. See * below.

From I-91 North: Take Exit 7 (West Columbus Avenue/downtown Springfield). At the end of the exit ramp, get into left lane and turn left under highway. Either take next left and park in Tower Square Parking Garage or continue straight through next sets of lights and park in the open parking lot behind the Banknorth building (corner of Main and Harrison streets). See * below.

From I-91 South: Take Exit 4 (Broad Street) and continue north on East Columbus Avenue. After passing the City Hall/Auditorium complex, either go straight to park in the Tower Square Parking Garage or take a right at Sheraton Hotel and continue through next light and park in the open parking lot behind the Banknorth building (corner of Main and Harrison streets). See * below.

*Go to Main Street. The bank is diagonally across from the Civic Center (under construction) on Main Street.

State Room **60 State Street, 33rd Floor, Boston • (617) 723-1668**

From the North: Take I-93 South to Exit 24A towards the Callahan Tunnel/Logan Airport onto Surface Road. Continue past Faneuil Hall Marketplace and turn right onto State Street.

From the South: Take the Southeast Expressway (I-93 North) to Exit 20. Follow signs for South Station (be alert to signs as they can be difficult to spot). Follow Frontage Road under the Expressway and continue following signs for South Station which will bring you onto a ramp which will end at the intersection of Atlantic Avenue and Kneeland Street. Continue straight, following Atlantic Avenue until you can take a left on State Street.

From the West: Take the MassPike (Route I-90) East to Exit 24A (South Station). Follow Atlantic Avenue until you can take a left on State Street.

Public Transportation: Government Center stop on the Green and Blue Lines; State Street stop on the Orange Line; Downtown Crossing stop on the Red Line.

Parking Garages: 75 State Street Garage: For entrance, take a left onto Broad Street and the first right into the garage. 60 State Street Garage: For entrance, take a right immediately before the 60 State Street building and enter the garage on the left.

Speaker Biographies

Harm Brandt joined Furness Logistics in 1992 as vice president. Furness Logistics (www.furness-logistics.com), a member of the Koninklijke Frans Maas Company, is an international supply chain company with European Service Centers Operating from Belgium, The Netherlands and with satellite warehouses in other European countries. The company specializes in VAL, distribution and warehousing of consumer and technical products for the European Markets with a special emphasis on the medical industry.

Stephan Caine is vice president USA of Groenewout, a Netherlands-based leading European logistics and supply chain engineering/consulting firm. Mr. Caine has been with Groenewout since he opened the U.S. office in 1994. He is responsible for marketing and sales in the U.S. and provides project support to Groenewout's U.S.-based clients. Mr. Caine has been involved in numerous European logistics and supply chain restructuring projects for U.S. companies, as well as European site selection.

Robert Daniels is director of worldwide logistics with Avid Technology, Inc. (www.avid.com) and has been with Avid for over ten years. Prior to being responsible for Avid's distribution organization, he managed various customer service groups including technical support and new product introduction. Mr. Daniels also has responsibilities for the management of the Avid's Logistics organizations overseas. He is responsible for company-wide export compliance and has designed and implemented Avid's Export Management System.

William Davis II is a senior international trade specialist with the Commercial Service, the worldwide field organization of the U.S. Department of Commerce. In this capacity, he serves as an account executive for Central and Western Massachusetts, helping members of the business community develop market strategies to expand their businesses overseas. Through hands on one-on-one counseling, he fosters the expansion of exports throughout the New England business community. Mr. Davis has worked for the Commerce Department for the last 24 years. He has also been an acting principal commercial officer at the American Consulate in Rio de Janeiro, Brazil. In addition to his normal duties, this year Mr. Davis is also the national team leader for the Commerce Department's Western Hemisphere Team. He graduated with an undergraduate degree from MacMurray College in Jacksonville, Illinois and a graduate degree from the American Graduate School of International Management, more commonly known as Thunderbird.

Paul DiVecchio, founder and managing partner of DiVecchio & Associates, has over 34 years experience related to the area of export regulatory compliance. Prior to starting his own business in 1984, he worked for over 14 years in the high tech industry, including employment at Digital Equipment Corporation and Data General. Paul currently provides consulting services for over 200 clients worldwide including export compliance assessments/compliance program development/education programs. Mr. DiVecchio has developed and conducted training programs for U.S. Customs and the Office of Export Enforcement (BIS), and acts as an advisor on regulatory interpretation issues for the Department of Commerce.

Julia Dvorko is the Central Mass program director for the Massachusetts Export Center (www.mass.gov/export). Based in Westboro, she assists companies in all aspects of international trade and coordinates export programs in

the area. She has over twelve years of business experience in several countries including the U.S., Russia and Sweden. Ms. Dvorko holds an MBA from the University of Massachusetts Amherst and a Ph.D. from Moscow State University. She is fluent in Russian, Ukrainian and French, and has a working knowledge of several other languages.

Robert Gresham is international manager for BAX Global (www.baxglobal.com) in East Granby, CT. He has been involved in the air freight business for over 30 years serving in various sales and operations capacities. He has participated in numerous seminars throughout the region, taught courses in export transportation at Quinnipiac College and is active in a variety of trade organizations.

William Higgins is a special agent with the U.S. Department of Commerce, Office of Export Enforcement (www.bis.doc.gov/enforcement), a law enforcement arm of the Bureau of Export Administration which regulates the exports of dual use commodities. Previously, Agent Higgins was a law enforcement officer with the National Park Service for ten years. A native of Central Massachusetts, Agent Higgins received his undergraduate degree from North Adams State College and law enforcement training at the Federal Law Enforcement Training Center in Glynco, Georgia.

Eric Hunter is vice president with MassDevelopment (www.massdevelopment.com), an organization that provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts. Eric is responsible for the development and management of the agency's export finance programs and export credit insurance programs. He also evaluates loan requests for the agency's real estate and business financing activities.

John Joyce is international trade and finance manager with the U.S. Small Business Administration (www.sba.gov). He has been involved in international trade assistance for fifteen years with both SBA and the U.S. Department of Commerce. Previously, Mr. Joyce worked in international sales and marketing for several corporations, and spent three years in Germany managing European sales for a major U.S. firm.

Cynthia LaRose is a partner at Mintz Levin's (www.mintz.com) Boston office and practices in the Business and Finance Section. She counsels clients through all stages of the corporate lifecycle, from garage start-ups to mid-and-later stage financing to IPO. In 2001 Boston Digital Industry News named Ms. LaRose "Best General Lawyer for High-Tech Firm." In addition to corporate and finance issues, she counsels clients in areas where intellectual property or intangible property is the primary asset, such as licensing, strategic alliances and technology transfer. Ms. LaRose also counsels internet and technology clients in "going global" and assists with issues relating to international operations and export control and compliance. She is a member of the International Import-Export Institute. She received her J.D. cum Laude from Boston University School of Law, where she was editor-in-chief of the Probate law Journal.

Stephen Leahy is a principal in the Law Office of Stephen J. Leahy, a law firm specializing in customs, tariff and international trade matters, advising and representing importers and exporters in all matters before U.S. Customs, other Federal Agencies and the Court of

International Trade. Prior to forming the firm in 1989, Mr. Leahy served with the U.S. Customs Service from 1975 to 1989 in a variety of positions, including Import Specialist; Drawback Specialist; and Automated Commercial System (ACS) Specialist with responsibility for the implementation of Customs Automated Commercial System in the Northeast Region. Mr. Leahy served on the U.S. Customs task force for the implementation of the U.S./Canada Free Trade Agreement. In April of 1997, Mr. Leahy received the Vice President's "Hammer Award" for his participation in the task force which rewrote the Drawback Regulations. He is a member of the bar of a number of Massachusetts and Federal Courts, including the U.S. Court of International Trade, and the U.S. Court of Appeals for the Federal Circuit. In addition, Mr. Leahy is a licensed Customs broker.

Joseph Meunier is a chief operating officer at Oceanair, Inc. (www.oceanair.net) of Revere. He is a licensed customs broker and serves as an industry representative of Logan Airport Cargo Advisory Board. During his career, Mr. Meunier served as a president of the Boston Brokers Association and a chairman of the U.S. Customs Committee for the port of Boston.

Paula Murphy is director of the Massachusetts Export Center (www.mass.gov/export) and the Massachusetts Small Business Development Center Network's International Trade Program. She has fifteen years of international business experience. In her role as director, she works with Massachusetts companies to assist them in their export development and provides support for various trade-related programs, including export training programs and overseas marketing activities. In addition to her role at the Export Center, Ms. Murphy has also taught graduate level international marketing at Boston University. Previously, she worked as an international marketing consultant at Hagan & Company, where she helped clients to access overseas markets and acted as New England representative on behalf of numerous overseas trade development agencies, including the Irish Trade Board and the Australian Trade Commission among others. She has written a number of export publications and has received the national leadership award in international trade by the National Council on Community Service. Ms. Murphy has served on the boards of several international trade organizations and is currently a director of the British American Business Council of New England and the Greater China Business Council of New England.

Kathleen Newell is the trade services manager of the Massachusetts Export Center (www.mass.gov/export) and the Massachusetts Small Business Development Center Network. She counsels businesses on exporting and helps them to expand into new markets internationally, as well as conducts international market research for clients. Additionally, Ms. Newell assists in the coordination of the Partners for Trade seminar series, which provides export training from the beginning stages to the advanced stages of export. She is also the Export Center's coordinator of the "International Trade Reporter" E-newsletter. She has been in the field of international trade since 1993 and previously worked in the commodities department for a healthcare products organization working with developing countries where she coordinated documentation and inventory for shipments to field offices throughout the world. She has experience living and working in Spain and Mexico. She received a degree in Hispanic Studies from Saint Michael's College.

P. Ann Pieroway is the Western Massachusetts program director for the Massachusetts Export Center (www.mass.gov/export) in West Springfield, where she aids companies to develop and increase their exports.

She has over twenty years of business experience in manufacturing and retailing and has published many articles on exporting both in the United States and internationally. Ms. Pieroway holds an MBA in Finance and Marketing from Florida State University.

Natalie Rubino is an account executive with BAX Global, currently responsible for Western Massachusetts and Northern Connecticut. She has over 30 years of airline and freight forwarding experience, and has been with BAX Global for over eight years in both customer service and sales.

Michael Sullivan is an international trade counselor with the Massachusetts Export Center (www.mass.gov/export) where he assists southeastern Massachusetts companies in all aspects of international trade. His business experience spans 20 years including sales and marketing and operations positions. Mr. Sullivan graduated from Suffolk University with a degree in management.

Alex Van Breedam is founder and managing director of VIL, the Flanders Institute for Logistics, a networking and cluster organization of the logistics industry of the Dutch-speaking region of Belgium. As an expert in Supply Chain Management (SCM), Mr. Van Breedam is a former partner and practice leader SCM of KPMG Consulting. Within SCM, he has gained exceptional experience in the establishment of supply chain strategies and the conception and implementation of decision support systems. Mr. Van Breedam is also part-time professor SCM at several universities.

Luc Vanwalleghem is the head of the Belgium Tax Center of Excellence in KPMG's New York office. He assists multinational companies with the tax implications of current, planned, or potential operations in Belgium. His primary focus is guiding clients through a variety of issues with a range of structures to improve the tax-effectiveness of their business operations in Europe and Belgium. Mr. Vanwalleghem's areas of focus include international corporate tax, transfer pricing, cross-border tax planning, and financing structures. He has significant experience in European and Belgian tax rules and regulations.

Robert Ward is executive director of the Massachusetts Office of International Trade & Investment. He holds over 40 years of international business experience. Previously, he served as senior partner with Boston Global Partners, a financial and management consulting firm specializing in emerging markets. He also held numerous senior positions in the global trade banking industry, including posts with Citicorp, Bank of Boston and BayBank. Mr. Ward also worked for Arthur D. Little, where he developed investment and trade promotion programs for a number of foreign governments. Throughout his career, he has worked and traveled extensively throughout Europe, Africa and Asia. He is a graduate of Hamilton College and Johns Hopkins University.

Dorothy Zur Muhlen-Tomaszewska is a trade specialist with the Commercial Service of the U.S. Department of Commerce (www.ita.doc.gov) in Boston. Currently, she also serves as national team leader for the Commerce Department's Healthcare Technologies Committee. Previously, she served in the Commercial Service's offices in San Francisco and the Silicon Valley. She also held positions within the Import Administration of the U.S. Department of Commerce in Washington, DC. She is a graduate of Tufts University.

Specialized Services

Export Compliance Assistance Program

An enhanced assistance program to help Massachusetts businesses comply with U.S. export regulations

The Massachusetts Export Center is pleased to introduce the Export Compliance Assistance Program. Through this program, the Massachusetts Export Center will work with your business to educate your entire staff on export regulations and practices that can be implemented to ensure compliance.

It is the responsibility of all U.S. exporters to be familiar and compliant with federal export controls. Many companies mistakenly believe that they are not affected by export regulations because they produce innocuous products or sell only to "friendly" countries. Whether they know it or not, all exporters operate under U.S. export control laws, which are broad and far-reaching. Even with the help of a freight forwarder, businesses can unknowingly violate these laws. The exporter is ultimately responsible to have a thorough understanding of export regulations and to establish operating procedures aimed at preventing violations.

For further information or to apply for this free service, visit our website at www.mass.gov/export and click on the Export Compliance link.

NAFTA First

An enhanced assistance program to help Massachusetts businesses succeed in Canada and Mexico.

Massachusetts companies sell a wide range of products to our NAFTA partners. In 2001, Massachusetts firms exported nearly \$3.5 billion in manufactured goods to Canada and Mexico. Moreover, export opportunities under NAFTA are expected to grow as tariffs are expected to be largely eliminated by 2003.

Despite the opportunities afforded under NAFTA, many firms find it challenging to export products to Canada and Mexico. In addition to traditional export obstacles such as obtaining market information and finding partners/customers, firms exporting to our NAFTA partners are also faced with a variety of technical requirements which need to be properly addressed in order to receive NAFTA tariff benefits.

The Massachusetts Export Center is pleased to introduce NAFTA First, a program which provides assistance in the areas of market development and logistics management to help Massachusetts businesses succeed in Canada and Mexico. The program is available to companies already doing business in Canada and Mexico or to those firms who wish to begin export operations with our NAFTA partners.

For further information or to apply for this free service, visit our website at www.mass.gov/export and click on the NAFTA First link.

Partners and Cosponsors

The **Massachusetts Export Center (www.mass.gov/export)**, part of the Massachusetts Small Business Development Center Network, provides a number of targeted services to help Massachusetts companies to achieve success in global markets. The Export Center also serves as the first point of contact for Massachusetts companies to access all export services offered by the state's primary international trade service providers. Contact the Massachusetts Export Center for the following services: one-to-one export counseling and technical assistance; export workshops, training programs and conferences; overseas market research, statistics and publications; international marketing activities and assistance; and meetings with visiting international business delegations. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling **(617) 973-8664**.

The **Massachusetts Small Business Development Center (MSBDC) Network (www.msbd.org)**, through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies counseling assistance on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade counseling services are available statewide with counselors housed in Boston, New Bedford, West Springfield and Westborough.

The **Massachusetts Department of Business and Technology** helps grow and sustain the Massachusetts economy and ensures this is done with regional equity. The agency is responsible for attracting, retaining and growing businesses and spreading economic prosperity throughout the state.

The **Massachusetts Office of Business Development (MOBD)** assists Massachusetts business in creating and maintaining jobs, and works to attract new businesses by facilitating their relocation or expansion with the Commonwealth. MOBD offers a full range of tax incentive, finance and development programs available to help businesses grow in the Commonwealth.

The **Massachusetts Office of International Trade and Investment (MOITI)** promotes trade and attract foreign investment in Massachusetts. These mandates are achieved primarily through specific export promotion programs and strategic services.

MassDevelopment provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage - from concept to development.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

Special thanks to the New Bedford Area Chamber of Commerce for hosting the Massachusetts Export Center's Southeastern Mass office.

Registration Form

Please complete a separate registration form for each attendee, duplicating this form if necessary. Payment must accompany registration form. Sorry, we do not accept credit cards or purchase orders, nor do we invoice participants. **Please make checks payable to the University of Massachusetts.** Confirmations will not be sent, so please mark your calendar!

<div>FALL</div> <div><input type="checkbox"/> Effective Distribution in Europe... (\$15)</div> <div><input type="checkbox"/> Export Open House (\$15)</div> <div><input type="checkbox"/> Exporting 101 (\$20)</div> <div><input type="checkbox"/> Export Regulatory Compliance Certificate Series - all 4 sessions (\$200) or<div><input type="checkbox"/> Intro to Export Regulations (\$60)</div><div><input type="checkbox"/> ECCN Classification and Export Licensing Requirements (\$60)</div><div><input type="checkbox"/> Complying with the New Census Export Regulations (\$60)</div><div><input type="checkbox"/> Developing an EMS (\$60)</div></div>	<div>2004</div> <div><input type="checkbox"/> International Trade Logistics Certificate Series - all 4 sessions (\$200) or<div><input type="checkbox"/> Intro to Export Logistics (\$60)</div><div><input type="checkbox"/> Export Documentation Step-by-Step (\$60)</div><div><input type="checkbox"/> Import Classification, Compliance and Recordkeeping (\$75)</div><div><input type="checkbox"/> Shipping Under FTAs (\$60)</div></div> <div>Video Market Briefing<div><input type="checkbox"/> Chile (\$30)</div><div><input type="checkbox"/> Medical Technology/Devices (\$30)</div></div>
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Total Amount Enclosed: \$

☐ Mr. ☐ Ms.

Name

Title

Company

Address

City State Zip

Telephone Fax

E-Mail Web Address

Product/Service Description

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No What % sales are international? %

Country(ies) of interest:

Cancellation/Refund Information: Cancellations received by noon the day prior to the seminar will be entitled to a refund. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. **Walk-Ins:** There will be a \$10 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar. **Payment:** We accept company or personal checks. We do not accept credit cards or purchase orders, nor do we invoice participants. Payment is due in full prior to the seminar. We cannot guarantee your place in a class without full payment in advance. **Series Pricing:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher individual prices prevail.

The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Department of Business and Technology under cooperative agreement 04-603001-Z-0022-24 through the University of Massachusetts Amherst. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 4510, Boston, MA 02116; telephone (617) 973-8664.

Mail registration and payment to the address below. ALL information in shaded box must appear on envelope!

Catherine Cornwell
MSBDC International Trade Program
227 Isenberg School of Management
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121 Presidents Drive
Amherst, MA 01003-9310

(413) 545-6309 • fax (413) 545-1273
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Massachusetts SBDC

The Massachusetts Small Business Development Center (MSBDC) Network (www.msbdc.org) provides free, high quality, one-to-one management and technical assistance counseling and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth. The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Department of Business and Technology and a consortium of higher educational institutions led by the University of Massachusetts Amherst, and including Boston College, Clark University, Salem State College, University of Massachusetts Boston and the University of Massachusetts Dartmouth.

State Office (413) 545-6301
227 Isenberg School of Management, University of Massachusetts • Amherst, MA 01003

Counseling Centers

- **Boston College SBDC** (617) 552-4091
142 Beacon Street • Chestnut Hill, MA 02467
- **Clark University SBDC** (508) 793-7615
950 Main Street • Worcester, MA 01610
- **Massachusetts Export Center** (617) 973-8664
Headquarter Office
State Transportation Building, 10 Park Plaza, Suite 4510 • Boston, MA 02116
Massachusetts Export Center, Central Mass (Westboro)..... (617) 973-8664
Massachusetts Export Center, Southeastern Mass (New Bedford) (508) 999-1388
Massachusetts Export Center, Western Mass (Holyoke) (413) 552-2316
Partners for Trade Seminars (Amherst) (413) 545-6309
- **Procurement Technical Assistance Center** (413) 545-6303
227 Isenberg School of Management, University of Massachusetts • Amherst, MA 01003
- **Salem State College SBDC** (978) 542-6343
SSC Enterprise Center, 121 Loring Avenue, Suite 310 • Salem, MA 01970
- **Southeastern Massachusetts Regional SBDC** (508) 673-9783
200 Pocasset Street • Fall River, MA 02721
- **UMass Boston SBDC & Minority Business Center** (617) 287-7750
College of Management, 100 Morrissey Boulevard, M-5-403 • Boston, MA 02125-3393
- **Western Massachusetts Regional SBDC** (413) 737-6712
Springfield Enterprise Center, 1 Federal Street • Springfield, MA 01105